

**OPTIMIZATION OF THE ROLE OF THE GENERAL ELECTION  
COMMISSION OF CIAMIS DISTRICT IN SOCIALIZATION OF  
GENERAL ELECTION OF 2018 REGIONAL  
HEADS TO BEGINNER VOTERS  
(Descriptive Study of Beginner Voters in Ciamis District in 2018 Regent and  
Vice Regent Election of Ciamis)**

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**ABSTRACT**

*The role of the General Election Commission in organizing elections is not merely related to the parties participating in the election, but also must provide political socialization to the public as voters in the election. Voters are Indonesian citizens who have reached the age of 17 (seventeen) years old. In fact socialization so far only targeted beginner voters in school. The purpose of this study was to develop a program to carry out socialization carried out by the Ciamis Regency KPU to novice voters in order to gain knowledge, beliefs and political attitudes. This study used descriptive qualitative method. The results of this study indicate that the role of the Ciamis Regency Election Commission in the socialization of the 2018 regional head elections to novice voters has not been optimal. This can be seen from the number of beginner voters who do not yet know and get knowledge, beliefs and political attitudes from the socialization carried out. Socialization needs to be done with various methods other than direct communication in the form of face-to-face or lectures. In addition to the socialization of using media, including online media. There is a need for continued coordination and collaboration with various parties, both government agencies, schools, and parents in socializing the importance of using their right to vote and participating in the successful holding of regional elections.*

**Keywords:** *General Election Commission, Socialization, Beginner Voters*

**Introductions**

In a country the main indicator is said to be democratic is the existence of general elections (elections). Democracy is generally defined as a government of, by and for the people. As one of the instruments of democracy, elections change the

abstract concept of popular sovereignty to become clearer. Election results are people who represent the people and work for and on behalf of the people. Thus, the General Election is the gate of change to take the people directly to choose leaders who have the ability to formulate appropriate policies, and

have the sensitivity to improve the people's lot.

The task and authority of the General Election Commission (KPU) in holding elections is not merely related to the parties participating in the election, but also must provide political socialization to the public as voters in the election.

The socialization carried out by the Ciamis Regency KPU to novice voters became a necessity to increase the political knowledge of novice voters so as to participate maximally in elections.

Based on Law Number 7 of 2017 concerning General Elections Chapter 1 Article 1 number 34 explained that, Voters are Indonesian citizens who are even 17 (seventeen) years of age or older, have been married, or have already married.

From the two times the holding of the Election of the Regional Head of the Regent and Deputy Regent of Ciamis Regency, it can be seen that the number of voters has increased. Of course this fact shows that novice voters are the strategic target of socialization from the KPU especially to provide an initial understanding of the election. For this reason, optimizing the role of the Ciamis Regency KPU in providing outreach to voter voters is urgently needed, as a manifestation of successful, fair and quality elections.

The socialization carried out by the Ciamis Regency KPU so far has only been conducted for novice voters who are still continuing their education

and have only been held in a number of schools. Though there are also novice voters who do not continue their education and they also have the same rights and must gain knowledge and understanding through the socialization of the Election of Regional Heads of Regent and Deputy Regent of Ciamis in 2018.

In addition, there is still a priori attitude, and the limited human resources of the Ciamis Regency KPU have made socialization unable to be carried out as a whole and be extended to novice voters as a whole. Based on the background of the problems mentioned above, the following research problems can be formulated:

1. How to Optimize Roles Ciamis Regency KPU in 2018 Regional Head Election Socialization to Beginner Voters?
2. How are the obstacles faced in Optimizing the Role of Ciamis Regency KPU in the Socialization of 2018 Regional Election to Beginner Voters?
3. What are the efforts made to overcome the obstacles faced in Optimizing the Role of Ciamis Regency KPU in the Socialization of 2018 Regional Election to Beginner Voters?

### **Theoretical Framework**

Previous research on the role of the General Election Commission (KPU) in the socialization was conducted by Putri (2016) The Role of the General Election Commission in

the Election Socialization as an effort to Increase Public Political Participation in the 2014 Presidential Election in East Kalimantan. In addition, there is also a study conducted by Rita (2016) The Role of the General Election Commission in the Dissemination of Regional Head Elections to Disabled Persons in the City of Bandar Lampung. The study conducted examined the role of the General Election Commission (KPU) in the socialization of regional head elections (post-conflict local elections) to persons with disabilities in Bandar Lampung City.

The two studies above have differences with what the authors did, where the research is more focused on optimizing the role of the Kiamis Regency KPU as the organizer and first-time voters as the object of socialization in the 2018 regional head elections.

### **Optimization**

The word optimization comes from the optimal base word that has a good meaning; highest; most profitable. While optimization means optimization. Optimization means the process; way; the act of optimizing; make better; the highest, etc. Optimizing means making the best; make the highest point. (Language Center of the Indonesian Ministry of National Education, 2008: 985-986).

### **Role**

From the opinions of Soekanto and Sulistyowati (2014: 210-211), it can be concluded that the role is a

dynamic process of status. In addition, the implementation of a role is very related to the implementation of rights and obligations in accordance with their position. In this case, the role of the Regency KPU is part of the organizers of the 2018 regional head elections. Whereas the community including beginner voters performs the role of citizens who are given the right to participate by using their right to vote in the 2018 regional head elections.

### **General Election**

Referring to the article Article 1 number 1 of Law Number 8 of 2015 concerning Amendment to Law Number 1 of 2015 concerning the Stipulation of Government Regulation in Lieu of Law Number 1 of 2014 concerning Election of Governors, Regents and Mayors to Act, can it be known that the Election of the Governor and Deputy Governor, the Regent and Deputy Regent, as well as the Mayor and Deputy Mayor, hereinafter referred to as Election, shall be the exercise of popular sovereignty in the provinces and districts / cities to elect regional leaders directly and democratically.

### **Election Commission**

The General Election Commission (KPU) is the only institution that has the authority in holding legislative elections, presidential elections and regional head elections in Indonesia. All aspects relating to the holding of elections are

the responsibility of the KPU and not other institutions.

KPU is an independent institution that organizes elections in Indonesia that is national, permanent and independent. As stated in Article 1 number 8 of Law Number 7 of 2017 concerning General Elections it is stated that, the General Election Commission hereinafter abbreviated as KPU is a national EMB, permanent, and independent in carrying out elections.

One of the objectives of the 2018 Regional Head Election socialization to new voters by the Ciamis Regency KPU is to increase the knowledge, understanding and awareness of the public especially the beginner voters about rights and obligations in elections.

### **Political Socialization**

Political socialization is defined as a process whereby through this process a person gains an attitude and orientation towards political phenomena, which generally applies in the society in which he is located.

As Dawson (Sitepu, 2012: 190) argues that, 'political socialization can be seen as an inheritance of knowledge, values, and political views of parents, teachers and other means of political socialization to new citizens and their who grew up.

The method of delivering political socialization is divided into two categories, namely political education and political indoctrination. Political education is a dialogic process

between the giver and receiver of the message. Through this process, people recognize and obtain the values, norms and political symbols of the state from various parties in the political system as stated by Gatara and Said (2011: 79).

In political socialization, there are several agents who are seen to play an important role, including family, school, peer groups and mass media. The agent is seen as having a role in shaping knowledge, attitudes, values, essential behavioral norms, and expectations in relation to politics (Damsar, 2013:154).

In line with the objectives of political socialization, voter education is also an effort to instill values related to elections to citizens, including beginner voters. It also includes providing electoral information, understanding of aspects of elections and democracy.

The target of voter education according to the General Election Commission (2015:16-22), is generally divided into 3 (three) voter clusters that are the target group, namely the strategic voter group (first-time voters in it), vulnerable groups and other target groups.

The purpose of voter education is to increase participation, increase political literacy and increase volunteerism driven by a certain idealism unconditionally. To carry out and realize these objectives, according to the General Election Commission (2015:24-29) there are 8 (eight)

strategies, namely the use of information technology, the use of mass media, educational institutions, the utilization of socio-cultural activities and hobby communities, smart homes, volunteers for democracy and other creations.

### **Beginner Voter**

From the opinion of Rudini (Renciasyah, 2015: 19) it is known that novice voters are those aged 17-21 years and only the first or have used their right to vote once. In addition, novice voters also lack experience in voting. This lack of experience is due to limited political insight. While the low political knowledge is due to the beginner voters, including the floating period. From the understanding of voters according to Law Number 7 of 2017 concerning General Elections of Chapter 1 Article 1 number 34, it can be seen that one of the conditions said to be a Voter is an Indonesian citizen who is even 17 (seventeen) years old.

### **Method**

In this study the authors used a qualitative method. As a research procedure that produces descriptive data in the form of written or oral words from people and observable behavior.

Descriptive research is conducted to obtain information, new meanings, explain a phenomenon or event as it is. In descriptive studies there is no control of treatment as in the study of experiments because the aim is to

describe what it is related to variables or conditions in a situation.

Through this method, the author tries to obtain information, new meanings, and describe a phenomenon /event about how to Optimize the Role of the Ciamis Regency Election Commission in the Socialization of the 2018 Regional Election to Beginner Voters (Descriptive Study of Beginner Voters in Ciamis District).

### **Result and Discussions**

The socialization here is not just socialization that touches on procedural aspects such as the stages of election and technical elections, but also substantive aspects such as explaining the rights and obligations of a citizen, the importance of participating in the political process as well as the formation of intelligent voters who have and gaining knowledge, beliefs and political attitudes. As stated by Thio (Damsar, 2013: 153), the boundaries of political socialization are processes by which individuals gain political knowledge, beliefs and attitudes.

From this it can be seen that there are at least three dimensions in political socialization, namely: gaining knowledge, beliefs and political attitudes.

From the understanding of voters according to Law Number 7 of 2017 concerning General Elections of Chapter 1 Article 1 number 34, it can be seen that one of the conditions said to be a Voter is an Indonesian citizen

(WNI) who is already 17 (seventeen) years old. So it is known that novice voters are not only those who are 17 years old and attend school, but also those who are even 17 years old even though they are no longer in school. Whereas the voter education target according to the General Election Commission (2015: 16-22), is generally divided into 3 (three) voter clusters that are the target group, namely the strategic voter group (first-time voters in it), vulnerable groups and other target groups.

Ignorance whether it has been registered or not in the Permanent Voter List (DPT), to the ignorance of the location of the polling station (TPS) to use the right to vote. It is evidence that the socialization carried out by the Ciamis Regency Election Commission as the organizer has not been optimal in carrying out the socialization. Whereas in the era of digital development, mass media has become a means that should be used wisely and to the maximum extent possible. Socialization through the use of social media, including the SiJalih application, can help beginner voters know that they are registered as DPT or not, and that they can completely and accurately be used to determine the location of polling stations (TPS).

The role of families and teachers apart from the Ciamis Regency Election Commission in political socialization is very important. In addition to better understanding the daily life and personality of the novice

voter, they also have a personal closeness or even an aspect of time that is sufficiently intense.

Novice voters go to school or novice voters who don't go to school, both have gained trust even in different ways. Besides that after gaining that trust they were also ready to participate and confidently came to the polling station to make their choice in the 2018 Regional Election in Ciamis Regency.

Political socialization is part of the process that determines one's political attitude. Beginner voters with political socialization and the acquisition of knowledge and trust, it will further strengthen in addition to developing political attitudes to carry out roles.

Whereas the General Election Commission (2015:24-29) explains that there are 8 (eight) strategies, namely the use of information technology, the use of mass media, educational institutions, the utilization of socio-cultural activities and hobby communities, smart homes, democratic volunteers and other creations. These eight strategies have not been fully implemented so that the role of the Ciamis Regency Election Commission in the dissemination of information to novice voters has not been maximized.

Among them is the use of mass media which, although they are very conventional in nature, the mass media is still one of the effective vehicles to convey information to voters. Because of its ability to reach the entire community massively without

exception. The mass media play an important role in implementing voter education in order to educate citizens and spread democratic values. This includes novice voters who, on average, are so close to a variety of social media through the technology they use.

In addition to forming political attitudes, more collaboration between educational institutions and the General Election Commission is needed. As is known, educational institutions are a strategic part in optimizing the role of organizers in the socialization of Regional Head Elections. This is due to several reasons such as that educational institutions are scattered in all parallel regions with the existence of the KPU. And the number of voters in educational institutions is very large, namely pre-voters and novice voters.

### **Conclusion**

The role of the Ciamis Regency Election Commission (KPU) in the socialization of the 2018 regional head elections to novice voters in Ciamis Subdistrict Ciamis Regency has been carried out although it has not been optimal. This is because there are several indicators that have not been implemented properly and optimally by the General Election Commission (KPU) of Ciamis Regency according to their duties, authorities and obligations.

In implementing the optimization of the role of the General Election Commission (KPU) of the Ciamis Regency in the socialization of the

2018 regional head elections to novice voters in Ciamis Subdistrict, Ciamis Regency, there are several obstacles faced such as lack of human resources or limited technical socialization, lack of confidence in beginner voters, the socialization method used still prioritizes face-to-face communication, as well as a lack of references / sources of reference information regarding the 2018 regional elections. Apart from the lack of information about the space given to them in taking roles, and the low awareness to participate for the success of the 2018 Ciamis Regional Election.

Efforts are made to overcome the obstacles in optimizing the role of the General Election Commission (KPU) of the Ciamis Regency in the socialization of the 2018 regional head elections to novice voters in Ciamis Subdistrict, Ciamis Regency, starting from coordinating and collaborating with socialization agents to reach out to novice voters overall, maximizing the provision of materials and media outreach, as well as promoting the existence of the Election Smart House as a vehicle for learning and information about elections,

And based on observations in the field that the role of the General Election Commission (KPU) of Ciamis Regency has not been optimal due to the lack of socialization of the 2018 regional head elections conducted to novice voters due to the limited technical staff for the socialization of the Ciamis Regency KPU, the lack of a

comprehensive program to socialize regional head elections. in 2018 carried out by the Kiamis Regency KPU, and lack of information and reference material for novice voters regarding the 2018 regional head elections.

Regarding the optimization of the role of the Ciamis Regency Election Commission (KPU) in the socialization of the 2018 regional head elections to novice voters in Ciamis District, Ciamis Regency, the KPU should make a comprehensive socialization program so that novice voters go to school and get the right to obtain the same information. In addition, the KPU can also form a kind of democratic volunteer who helps the KPU in terms of human resources and performs a persuasive function and disseminates information regarding the elections of the regional head of the regent and vice regent of Ciamis in 2018.

To overcome obstacles or obstacles encountered, socialization should be carried out with a variety of methods other than direct communication in the form of face-to-face/lectures, but for example with other forms such as simulations, seminars, discussions, workshops, talk shows and maybe even training. In addition to the socialization of utilizing print mass media, electronic mass media and/or online media. Information and socialization carried out through these media as well as other creative media such as art, helped the KPU carry out a comprehensive socialization program, made the media

a vehicle for learning democracy and increased awareness and confidence of novice voters to participate in the 2018 regional elections.

So that the efforts of the General Election Commission (KPU) of Ciamis Regency in optimizing their role in the socialization of the 2018 regional head elections to novice voters in Ciamis District of Ciamis Regency, it is necessary to have ongoing coordination and cooperation with various parties both government agencies, schools, to parents in socializing the importance of exercising their right to vote and participating in the successful holding of the 2018 Regent and Deputy Regent Ciamis regional head elections.

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